



Verint 2013 Asia Pacific Consumer Insights survey

Fact Sheet – Hong Kong Consumers

- Overall satisfaction with customer service in HK for various industries:
 - Hotels & travel: **67%**
 - Utilities: **57%**
 - Financial Services: **56%**
 - Retail: **53%**
 - TV / phone/ broadband: **41%**
- Proportion of consumers who experienced Customer Service issues in Hong Kong:
 - Utilities: **34%**
 - Hotels & travels: **43%**
 - Retail: **59%**
 - Financial Services: **59%**
 - TV/ phone/ broadband: **74%**
- **Only 28% agree price is more important than service, and 38% of HK consumers agree that service is more important than price.**
- **50%** of HK consumers read/ response to the marketing messages or offers
- **59%** of HK consumers say they get angry when companies make mistakes, while **61%** get angry for unnecessary waiting.
- Only **36%** of HK consumers say they allow companies to make 3 mistakes before leaving them (compare to **63%** for mainland China)
- **34%** of HK consumers say they share positive experiences on social media, **30%** their negative ones (Mainland China **63%** for positive, **43%** for negative)

- Channels used by HK consumers for sharing experiences:
 - Friends and colleagues **51%**
 - Social media (Facebook..) **46%**
 - Micro-blog sites (Twitter..) **14%**
 - Comment sections of blogs/articles **12%**

Media Contacts:

Nicolas Bijuk

Direct Line : (852) 2839 0675

Email : nicolas.bijuk@ipsos.com

Janis Ma

Phone: (852) 3589 5429

Email: janis.ma@verint.com